

A FORCE FOR GOOD: ADELAIDE VENUE MANAGEMENT LAUNCHES COMMUNITY IMPACT PROGRAM



Martin Radcliffe, AVM CEO (right) and Sarah Leo, Operation Flinders

Adelaide, South Australia (3 February, 2025) – Adelaide Venue Management, operators of Adelaide Convention Centre, Adelaide Entertainment Centre and Coopers Stadium, is proud to unveil its all-new Community Impact Program as it builds on its commitment to be a ‘force for good’ in the dynamic events and venue management industry.

The all-new program – an extension the AVM’s ESG Strategy, [The Green Print](#) – has been designed to amplify the organisation’s social impact, while also helping inspire, educate and support event organisers with their own event legacy objectives.

The program is built on a set of partnerships with local South Australian organisations across four key areas — *Community, Environment, First Nations and Goods Donations* — and provides options for event organisers to work with the partners to leave lasting legacies for their events in South Australia.

To coincide with the launch of the program, AVM has named Operation Flinders as its principal community partner, with affiliate members including Trees For Life, Reconciliation South Australia and Vinnies. The program also pledges AVM’s ongoing support to local food redistribution centres Faithworks, Foodbank, Hutt St Centre and OzHarvest.

Martin Radcliffe, CEO of Adelaide Venue Management, says AVM's Community Impact Program is all about providing a framework and simple, tangible solutions to support the delivery of socially responsible events.

“The events industry — and business events in particular — has an extraordinary power to drive positive change, not only for the sector or speciality related to the event, but also for the communities of the host destination.

“AVM is driven to maximise positive impact in our community, both through our own team's work, as well as the initiatives of our clients.

“AVM's new Community Impact Program will be effective in facilitating opportunities and promoting collaboration between AVM, our clients (event organisers) and local South Australian community groups, creating immediate benefits and lasting legacies.”

As part of the program's framework, AVM has worked closely with each of its community partners to develop a series of bespoke and measurable engagement opportunities for event organisers to consider. This list of opportunities provides a starting point for event organisers, with tailored programs available for those with specific event legacy and ESG objectives.

Community | Operation Flinders - Principal partner

AVM's Principal Partnership with Operation Flinders reflects the organisations' shared commitment to supporting people and wellbeing. Established in 1991, Operation Flinders is a South Australian-based organisation committed to transforming the lives of young people through adventure therapy programs. Their core program — an eight-day trek through South Australia's Flinders Ranges — supports young people aged 13 - 18 from challenging backgrounds to build connection, purpose and resilience. Each year, some 500+ young people participate in the Operation Flinders program.

Through AVM's Community Impact Program, team members will be able to engage with and support Operation Flinders through a series of different activities and events. Event organisers may choose to donate a portion of registration fees to support the work of Operation Flinders, which may include sponsoring individuals to access Operation Flinders' adventure program. The team at Operations Flinders is also available to support events through the provision of keynote speakers, as well as facilitating workshops on topics ranging from wellbeing and resilience through to leadership.

Environment | Trees For Life

For event organisers focused on environmental legacies, AVM has partnered with Trees For Life to support biodiversity and nature in South Australia. Trees for Life works with communities and businesses to help restore and protect precious habitats across South Australia. AVM's Community Impact Program outlines a range of opportunities for clients to engage with Trees For Life, from offsetting presenter and guest travel through Trees for Life's Carbon Program to supporting the Trees for Habitat program by planting a tree for every event attendee.

First Nations | Reconciliation South Australia

AVM's venues will be working in partnership with Reconciliation South Australia to provide opportunities for events organisers and attendees to recognise and celebrate local First Nations culture and businesses, while learning about Adelaide Tarantanya's Kurna story. One way Adelaide Convention Centre is already doing this is through its use of native ingredients — grown specially for the Centre — on its Honest

Goodness menu. Through its partnership with Reconciliation South Australia, AVM can help connect organisers and attendees with local First Nations performers, speakers and suppliers to create experiences that foster a deep connection to country.

Goods Donations | Vinnies, Faithworks, Foodbank SA, Hutt St Centre, OzHarvest

As part of its efforts to minimise waste to landfill, AVM has developed relationships with a range of South Australian-based organisations who support the reuse, recycling and repurposing of event and exhibition items and equipment. In addition, AVM has a comprehensive food distribution program, whereby unused food items are donated to the local community facing food insecurities.

To learn more about AVM's Community Impact Program and ESG initiatives, visit avmc.com.au/esg.

###

About Adelaide Venue Management

Adelaide Venue Management operates three of Adelaide's most important and iconic venues: Adelaide Convention Centre, Adelaide Entertainment Centre and Coopers Stadium, in addition to being the presenting partner for concerts and events at The Drive. Each year, AVM hosts more than 1,000 events, attracting more than 300,000 visitors to South Australia. It employs over 1,000 South Australians and delivers more than \$250 million in annual economic benefit to the state.

AVM proudly supports the delivery of sustainable events. In 2023, Adelaide Convention Centre became the world's first convention centre to achieve EarthCheck's coveted Master certification, reflecting more than 15 years' best practice in business, environmental and social sustainability. In 2024, AVM doubled down on its commitment to environmental and social sustainability with the launch of its inaugural ESG strategy, The Green Print – a four-year plan mapping AVM's path to a more sustainable future.

Media contact

For further information or interviews, please contact:

Amy Christie
Communications Manager, Adelaide Venue Management
E: amy.christie@avmc.com.au | P: +61 438 503 469